Board of Trustees
University Advancement Committee
The University of North Carolina at Greensboro
February 19, 2014

Information Item

Naming Policy (Jan Zink)

Background Information

This document is presented for discussion of possible changes to the University's naming policy last updated in September 2004.

Naming Policy

Janis I. Zink
Vice Chancellor for University Advancement
University Advancement
Policies and Procedures

Naming Opportunities for Facilities and Programs
Revised 2/8/01, 3/29/04
Approved by The UNCG Excellence Foundation 5/4/04
Approved by The UNCG Board of Trustees on 9/15/83, 9/2/04

Contents:

1. Establishing Names for Buildings/Activities
2. Procedures
3. Contribution Guidelines
4. Available Facilities for Naming

1. Establishing Names for Buildings/Activities:

Authority to name buildings, facilities and parts of facilities and academic programs rests with the UNCG Board of Trustees. No advance approval for determining names is implied in this policy.

2. Procedures

When it appears that a contribution to the University or an affiliated organization will result in a request to name a building or portion of a building for a donor or other individual, the development officer working with the donor will notify the Vice Chancellor for University Advancement. The notification will include a profile of the donor, the area of interest with any proposed stipulations, and information about how the gift will be paid.

The Vice Chancellor will discuss the potential naming with appropriate University officials including the Chancellor.

Upon receiving general approvals, the Trustee’s University Advancement Committee will be notified for initial clearance.

Upon commitment by the donor, the Board of Trustees will be asked to approve the naming.

3. Contribution Guidelines:

In order for a building, program or facility to be named based upon a contribution; the following conditions will normally be met:
1. The amount of the gift will comply with the guidelines described below.

2. A pledge will be based on a signed commitment by the donor, and the payment period for the pledge must fall within any constraints applicable to the project being named. As a rule the pledge period will not exceed five years.

3. As a rule deferred gifts will not be accepted for naming a facility when the construction of the facility is dependent upon the gift.

4. The person for whom the name is assigned has some reasonable connection to the program or facility being so designated.

5. Unless the gift is required to construct or equip the facility to be named, the gift normally should be used to establish a program endowment restricted to an appropriate unit or program closely associated with the facility.

6. If a unit (school, department, etc.) is to be named, a restricted program endowment supporting that unit normally will be established.

7. A donor may name an approved facility, academic unit or program with a commitment of a deferred or planned gift (i.e., a gift the University will not receive until a usually undetermined date in the future) provided that the following conditions are met:

   - Circumstances make it practical for the University to accept a planned gift for a given purpose.

   - The discounted (to present value) of the deferred commitment meets or exceeds the naming level approved for the designated facility or program.

   - The deferred commitment is irrevocable or, if revocable, is verified in a manner acceptable to the University.

In special circumstances (as defined by the Board of Trustees) the Trustees can make exceptions to the above guidelines.

The following minimum gift amounts are suggested to establish a naming opportunity for a University program, building, or facility. Amounts may vary according to scale or at the discretion of the Chancellor and the UNCG Board of Trustees:

**Academic Units:**

<table>
<thead>
<tr>
<th>School or College</th>
<th>$10,000,000</th>
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<tbody>
<tr>
<td></td>
<td>(Up from $5M)</td>
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Department $2,500,000-$5,000,000* (up from $1M-$2.5M)
Center or Institute $1,000,000-$2,500,000* (down from $2M-$5M)
Program (e.g. Honors, Residential College, Creative Writing) $500,000-$1,000,000*

* Amounts may vary depending on the size and scope of the department, center or program.

Buildings & Facilities:

New Construction: A minimum of one-half of the total project cost to construct a new building or an addition to an existing facility, or an amount approved by the Chancellor and the UNCG Board of Trustees.

Renovation: A minimum of one-half of the total project cost for a significant renovation of an existing facility, or an amount approved by the Chancellor or the UNCG Board of Trustees.

In consideration of significant gifts, the naming of an existing building*, facility or space may be approved by the Chancellor or the UNCG Board of Trustees.

Spaces within existing buildings based on current needs:
(Amounts may vary according to scale)

Lecture Halls/Auditoria

New $150,000-$1,000,000
Existing $100,000-$1,000,000 (up from $750,000)

Teaching & Research Laboratories/Studios $25,000-$250,000

Meeting/Seminar Rooms $25,000-$100,000

Interior & Exterior Public Spaces (e.g. atria, lobbies, courtyards, playgrounds) $25,000 minimum (but variable & determined according to scale)

Athletic Facilities Variable according to scale
Note: The Board of Trustees can at its discretion name facilities or spaces without a contribution. *Amounts indicated above can also be adjusted upwards or downwards at the discretion of the Board of Trustees.*
University Advancement
Policies and Procedures

Naming University Facilities and Units

UNCG

Draft #3 for 2/23/12 Meeting

Contents:

1. Purpose
2. Naming Authority
3. Chancellor
4. Definitions
5. Naming Criteria
6. University Advisory Committee
7. Process Overview
8. Naming Categories
9. Procedures
10. Term Limits on Naming/Use of Place Holding Names
11. Renaming Facilities and Units
12. Revoking and Retiring Names on Facilities and Units

1. Purpose.

This policy sets forth the criteria and procedures for naming the facilities and units of The University of North Carolina at Greensboro.

2. Naming Authority.

Authority to name facilities and units shall be the responsibility of the UNCG Board of Trustees after receiving the recommendation of the Chancellor. Benefactors or honorees should be informed throughout the naming discussions that final naming approval for all University facilities and units rests with the Board of Trustees.

3. Chancellor

The Chancellor maintains final authority in recommending naming proposals to the Board of Trustees.

The Chancellor shall endeavor to determine that the proposed naming is consistent with the interests of the University, to assure that the amount of any contribution warrants the naming proposed, and to maintain equity in the relationship of donations for similar naming actions.

The Chancellor may recommend exceptions to any of the following naming policies and subject
to the approval of the Board of Trustees and after consultation with University leadership when appropriate.

After the Board of Trustees acts, the results will be forwarded to the originator of the proposal.

4. Definitions.

Facilities include all buildings, additions to buildings, rooms, interior spaces, exterior spaces (courts, athletic fields, open spaces, gardens, plazas, statues, fountains, forests, quadrangles, memorials, markers, benches, tables), streets and all other areas owned, operated, or controlled by UNCG.

Units include colleges, schools, departments, institutes, centers, projects and programs associated with the function of UNCG.

5. Naming Criteria.

Naming a facility or unit should be undertaken discreetly, advisedly and with concern for how the action will be viewed retrospectively in the retrospective of subsequent decades.

Central to all namings of facilities and units is UNCG’s commitment to recognize:

a. Benefactors who have made substantial financial contributions to UNCG. The term “benefactors” includes individuals, corporations and other organizations.

b. Individuals of outstanding personal character who have made substantial contributions to society or to a field of study, or who have made substantial contributions as a member of the UNCG faculty or administration, or who have a personal connection to or support of the mission of UNCG;

c. The traditions and history of UNCG which may include but not be limited to recognition of events, dates, organizations, places or programs;


Purpose:

This is a permanent UNCG committee to review and finalize naming proposals prior to them being forwarded to the Board of Trustees’ Advancement Committee and the Chancellor and Board of Trustees.

Membership:

Members of the University Advisory Committee (henceforth termed the Advisory Committee) shall be appointed for a three-year staggered terms by the Vice Chancellor for University Advancement and may be reappointed to serve consecutive terms without limit. The Advisory
Committee may include but is not limited to the following members:

a. Vice Chancellor for University Advancement (Chair);
b. Associate Vice Chancellor for Central Development Programs;
c. Provost and Executive Vice Chancellor or designate
d. Associate Vice Chancellor for University Relations or designate;
e. Vice Chancellor for Business Affairs or designate;
f. Chair of the Board of Trustees’ University Advancement Committee;
g. President of the Student Government Association
h. University historian/library archivist;
i. A representative from the emeritus/ac faculty;
j. Chair of the Faculty Senate;
k. President of the Alumni Association or designate.

The Vice Chancellor for University Advancement may appoint additional members based on the needs of an individual naming proposal.

Meetings:

The Advisory Committee will convene at the request of the Chair and will meet as needed.

Responsibilities:

The University Advisory Committee on Naming Facilities and Units shall review proposals requesting the naming of facilities and/or units to honor donors or non-donors in accordance with the naming policies of The University of North Carolina at Greensboro and the University of North Carolina's Board of Governors.

During the review process, the Advisory Committee will ensure that the proposal is in compliance with the University’s and the Board of Governors’ policy statements on naming University property, will evaluate the reputation of the individual for whom a building or unit may be named, and if needed, may request additional information from the proposal originator if needed.

The Advisory Committee, by a simple majority vote, may accept the proposal, reject it, or table it for further consideration. Whether accepted or rejected, the Advisory Committee Chair forwards the proposal to the Chancellor for her review and action, and reports the results to the originator.
of the project. If tabled, the Advisory Committee Chair shares with the originator of the proposal what further steps need to be taken and why.


Anyone may submit a proposal for naming. Instructions for submitting naming proposals may be obtained from the Vice Chancellor for University Advancement. All proposals for naming are to be forwarded to the Vice Chancellor for University Advancement for preliminary screening and consultation with the Chancellor and other UNCG officials.

After the preliminary screening and consultation, the Vice Chancellor for University Advancement refers the proposal to a development officer to guide the implementation process to completion. If required, additional research is undertaken and the proposal is revised prior to referring it to the University Advisory Committee on Naming Facilities and Units.

Deliberations with individuals associated with the proposal are deemed confidential unless otherwise determined.

Upon completion of the screening, review and possible revision, the naming proposal is submitted to the University Advisory Committee on Naming Facilities and Units for review (see Section 6 for overview of this committee’s structure and function). Following their review the Advisory Committee Chair forwards the proposal to the Chancellor for her review and subsequent action.

When a proposed or existing naming of facilities or units could violate the public trust or bring discredit upon the University or any constituent institution, the President, in consultation with the institutional Board of Trustees, may exercise the reserved authority and prohibit the naming or require the name of the facility or unit to be changed.

Results of each naming decision shall be retained in Jackson Library by the University Archivist.

The Office of Advancement shall review the naming policy periodically with recommended changes being approved by the Chancellor and Board of Trustees.

8. Naming Categories.

Donor Recognition: To recognize an individual or organization through a significant financial contribution that supports the programs and activities of the University.

University Recognition: To honor an individual or organization who has made a significant and substantial difference through service and achievement to UNCG or to the greater society or to temporarily designate the name of a facility until such time as a permanent name is determined through this category or a contribution.

Public Relations:

a. Marketing: To provide revenue to a program or activity through a facility naming
that publicly recognizes a company or organization.

b. **University Branding**: To bring awareness to aspects of the University campus (such as the Quad) that may otherwise go unnoticed with no financial contribution being required.

9. **Procedures**:

**Donor Recognition**: Naming for an individual(s) or organization in this category is generally based on a significant financial contribution that supports the programs and activities of the University as well as on the character, reputation, and relationship of the individual or organization to the University. Minimum amounts for such gifts are found in Appendix 1 to this policy and may be revised as appropriate from time-to-time by the Board of Trustees.

When it appears that a contribution to the University or an affiliated organization will result in a request to name a building or portion of a building for a donor, other individual, or an organization, the development officer working with the donor will notify the Vice Chancellor for University Advancement by submitting a naming proposal including any proposed stipulations on the gift or the naming as well as and, information about how the gift will be paid.

In regard to corporations or businesses:

a. University units may not be named for a business/corporation.

b. **Scholarships and endowments may be named for a business/corporation**.

c. Facilities may be named for a business/corporation in this category or in the Public Relation/Marketing or Public Relations/University Branding category.

The Vice Chancellor for University Advancement will discuss the potential naming with appropriate UNCG officials, including the Chancellor, and then forward the proposal to the Advisory Committee to review applying specific criteria such as reputation, significance and relationship to the University and appropriateness of the facility to be named.

The University Advancement Committee of the UNCG Board of Trustees shall be informed of the potential naming proposal at the earliest appropriate time and the name will be maintained on a roster of such naming until such time as the stipulations on the gift are met. **When the stipulated time has been met**, at that time, the University Advancement Committee will make a recommendation to the Chancellor, who in turn, will make a recommendation AND THEN to the full Board of Trustees.

The guidelines included below will normally be met; however, in special circumstances (as defined by the Board of Trustees) the Trustees can make exceptions:

a. The amount of the gift will comply with the minimum contribution levels described in Appendix 1;

b. A pledge will be based on a signed commitment by the donor, and the payment period
for the pledge must fall within any constraints applicable to the project being named. As a rule the pledge period will not exceed five years;

c. Generally, deferred gifts will not be accepted for naming a facility when the construction of the facility is dependent upon the gift. In other cases, the following will apply to deferred gifts:

i. Circumstances make it practical for UNCG to accept a planned gift for a given purpose;

ii. The discounted (to present value) of the deferred commitment meets or exceeds the naming level approved for the designated facility or program;

iii. The deferred commitment is irrevocable or, if revocable, is verified in a manner acceptable to UNCG.

d. Preferred (highly desirable) though not required, the person for whom the name is assigned has some reasonable connection to the program or facility being so designated;

e. Unless the gift is required to construct or equip the facility to be named, the gift normally should be used to establish a program endowment restricted to an appropriate unit or program closely associated with the facility;

f. If a unit (school, department, etc.) is to be named, a restricted program endowment supporting that unit normally will be established;

g. Creation of a Statement of Establishment (Donor Agreement) that contains the above information as well as a clause noting that should circumstances change after the naming such that the name violates public trust or brings discredit to the institution, UNCG reserves sole right to change or remove the name.

University Recognition: Naming for an individual(s) or organization is based on achievements that contribute significantly to the University and/or the State of North Carolina that the institution desires to memorialize. No financial commitment is required for such recognition, except in the case of a financial contribution that meets the criteria for Donor Recognition. While a financial commitment is not a requirement, subsequent discussion with the proposal originator regarding a reasonable contribution may be appropriate.

a. Nominations for University Recognition may be made by any individual by submitting a naming proposal obtained from the Vice Chancellor for University Advancement. The nomination shall include a rationale for the proposal including a full description of the contributions of the individual(s) or organization to the University and/or the State along with biographical and other information on other accomplishments.

b. A nominated honoree shall have achieved significant recognition in one or more of the following ways:
i. An individual, who has served serving UNCG in an academic role, and has demonstrated high scholarly distinction and that has earned a national or international reputation;

ii. An individual, who has served serving UNCG in an important administrative role, and the individual has rendered service such that it warrants recognition of the individual’s exceptional contribution to the welfare of UNCG;

iii. An individual who has served serving UNCG in a non-teaching or non-administrative capacity or an organization that other capacities has contributed in truly exceptional ways to the welfare of UNCG or achieved such unique distinction as to warrant recognition.

c. An individual normally would not be considered for such a naming for at least five years following retirement or departure from University employment, but in no case earlier than one year after the last day of service or two years following the last day of service as an elected official.

d. No facility or unit shall be named in honor of any individual currently holding an elected or appointed office of the State of North Carolina.

e. No facility or unit shall be named in honor or any individual currently serving as a Senior Officer of the University of North Carolina or any of the University’s constituent institutions. Rare exceptions to this policy may be made at the discretion of the Board of Trustees.

f. Upon receipt of a naming proposal, the Vice Chancellor consults with the Chancellor and appropriate UNCG officials, assigns proposal to a development officer to guide the implementation process, and when complete, forwards proposal to the University Advisory Committee.

Public Relations/Marketing: It is increasingly common for institutions to “name” a facility such as an athletic facility or other auxiliary spaces for a company or organization to provide revenue to a program or activity and publicity to that company or organization. Naming a facility in this category will be time-limited and based on a significant financial contribution that supports the activities and maintenance related to the facility.

If UNCG facilities or units are named for corporations, or commercial entities, or an individual whose name is the same as a corporation with which he or she is associated, the Chancellor and Board of Trustees shall avoid any appearance of commercial influence or conflict of interest.

Approval of such a naming will be based on the following guidelines:

a. Character and reputation of the organization such that connecting UNCG to the organization will not cause concern,
b. An agreement/contract between UNCG and the organization with the following components:

i. A term for the naming that does not exceed five years with a renewal clause as appropriate;

ii. A designated amount of annual payment and a date for such payment;

iii. The exact name to be used and a schematic of placement of names on the facility;

iv. A summary of any privileges that may be received by the organization in addition to the name recognition;

v. A clause providing that UNCG may discontinue the name upon any factor that may impair the University's name or reputation to be further connected to the organization.

When it appears that a marketing contribution to the University or an affiliated organization will result in a request to name a building or portion of a building, an individual, or an organization, the development officer working with the donor will notify the Vice Chancellor for University Advancement by submitting a naming proposal including any proposed stipulations on the gift or the naming as well as information about how the gift will be paid and used.

Public Relations/University Branding: When an individual or group desires to name a facility or unit to bring awareness to aspects of the University that may otherwise go unnoticed, and no financial contribution is required, nominations may be made by submitting a naming proposal obtained from the Vice Chancellor for University Advancement. The proposal should include present a rationale for the naming, including specific ways in which the “branding” of the University would be enhanced.

10. Term Limits on Naming/Use of Place Holding Names:

In appropriate instances, most often involving a corporate benefactor or new or renovated facility, a naming may be granted for a pre-determined fixed term. At the end of the term, the name of the facility or unit shall expire but may be renewed with the same or new name. The facility naming agreement shall clearly specify the period of time for which the facility or program will be named.

11. Renaming Facilities and Units:

When a predetermined fixed naming term for a benefactor or honoree's naming period has concluded, the original name may be removed and the facility or program renamed in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

12. Revoking and Retiring Names on Facilities/Units:
In certain circumstances, the University reserves the right to revoke and terminate its obligations regarding a naming, with no financial responsibility for returning any received contributions to the benefactor. These actions, and the circumstances that prompt them, may apply to an approved naming that has not yet been acted upon or to a conferred naming.

a. If the benefactor’s or honoree’s reputation changes substantially so that the continued use of that name may compromise the public trust, dishonor UNCG’s standards, or otherwise be contrary to the best interest of UNCG, the naming may be revoked. However, caution must be taken when, with the passage of time, the standards and achievements deemed to justify a naming action may change and observers of a later age may deem those who conferred a naming honor at an earlier age to have erred. Namings should not be altered simply because later observers would have made different judgments;

b. If the benefactor fails to maintain payments on a pledge upon which the naming was bestowed, the naming may be revoked;

c. If a planned gift upon which the naming was bestowed does not result in the value agreed upon, the naming may be revoked.

Related Forms (TBD by Advancement/see NC State examples)
Request for Approval of Donor-Based Naming Proposal
Request for Approval of Honorary-Based Naming Proposal
Facility Naming Agreement
Others?
1. **Purpose.**

This policy sets forth the criteria and procedures for naming the facilities and units of the University of North Carolina at Greensboro (“University”).

2. **Naming Authority.**

Authority to name facilities and units shall be the responsibility of the University Board of Trustees after receiving the recommendation of the Chancellor. Benefactors or honorees should be informed throughout the naming discussions that final naming approval for all University facilities and units rests with the Board of Trustees.

3. **Definitions.**

Facility naming opportunities include all buildings, additions to buildings, rooms, interior spaces, exterior spaces (courts, athletic fields, open spaces, gardens, plazas, statues, fountains, forests, quadrangles, memorials, markers, benches, tables), streets and all other areas owned, operated, or controlled by the University.
Unit naming options include colleges, schools, departments, institutes, centers, projects and programs associated with the function of the University.

The term Benefactor includes individuals, corporations and/or other entities who make financial contributions to the University.

**4. Naming Criteria.**

Naming a facility or unit should be undertaken discreetly, advisedly and with concern for how the action will be viewed in the retrospective of subsequent decades.

Central to all namings of facilities and units is the University’s commitment to recognize:

a. Benefactors who have made substantial financial contributions to the University.

b. Individuals of outstanding personal character who have made substantial contributions to society or to a field of study, or who have made substantial contributions as a member of the University faculty or administration, or who have a personal connection to or support of the mission of the University.

c. The traditions and history of the University that may include but not be limited to recognition of events, dates, organizations, places or programs.

**5. Proposal Submissions and Process Overview.**

Anyone may submit a proposal for naming. Instructions for submitting naming proposals may be obtained from the Vice Chancellor for University Advancement. All proposals for naming are to be forwarded to the Vice Chancellor for University Advancement for preliminary screening and consultation with the Chancellor and other University officials.

After the preliminary screening and consultation, the Vice Chancellor for University Advancement shall endeavor to determine that the proposed naming is consistent with the interests and policies of the University, to assure that the amount of any contribution warrants the naming proposed, and to maintain equity in the relationship of donations for similar naming actions. The Vice Chancellor for University Advancement will order any additional research for the naming proposal as needed.

The Vice Chancellor for University Advancement will discuss the potential naming with appropriate University officials, including the Chancellor. The Vice Chancellor will review the proposal applying specific criteria such as reputation, significance and relationship to the University and appropriateness of the facility to be named.
Deliberations with individuals associated with the proposal are deemed confidential unless otherwise determined and agreed upon by the Advancement Committee of the Board of Trustees.

Upon completion of the screening, review and possible revision, the naming proposal is submitted to the Chancellor. Following the Chancellor’s review, the Vice Chancellor for University Advancement forwards the proposal to the Advancement Committee of the Board of Trustees, which, in turn, will forward the proposal to the Board of Trustees for final approval as appropriate.

Results of each naming decision shall be retained in Jackson Library by the University Archivist.

The Advancement Committee of the Board of Trustees shall periodically review these Policies and Procedures, and any recommended changes shall be submitted to the Board of Trustees and Chancellor for final approval.


Donor Recognition: To recognize an individual or organization through a significant financial contribution that supports the programs and activities of the University.

University Recognition: To honor an individual or organization that has made a significant and substantial difference through service and achievement to the University or to the greater society.

Public Relations:

a. Marketing: To provide revenue to a program or activity through a facility naming that publicly recognizes a company or organization.

b. University Branding: To bring awareness to areas of the University campus, such as the Quad residential area, for identity purposes that may otherwise go unnoticed with no financial contribution being required.

7. Procedures:

Donor Recognition: Naming for an individual(s) or organization in this category is generally based on a significant financial contribution to the University. However, consideration should also be given to the character, reputation, and relationship of the individual or organization to the University. Suggested amounts for such gifts are found in Appendix I to this policy and may be revised as appropriate from time-to-time by the Board of Trustees.
The guidelines include:

a. The amount of the gift will follow the contribution guidelines described in Appendix I;

b. A pledge will be based on a signed commitment by the donor. The payment period for the pledge must fall within any constraints applicable to the project being named. As a general rule the pledge period will not exceed five years;

c. Generally, deferred gifts will not be accepted for naming a facility when the construction of the facility is dependent upon the gift. Deferred gifts may be accepted under the following circumstances:
   i. Where circumstances make it practical for the University to accept a planned gift for a given purpose;
   ii. The discounted (to present value) of the deferred commitment meets or exceeds the naming level approved for the designated facility or program;
   iii. The deferred commitment is irrevocable or, if revocable, is verified in a manner acceptable to the University.

d. Unless the gift is required to construct or equip the facility to be named, the gift normally should be used to establish an operating endowment restricted to a cause agreed upon between the University and the donor;

e. If a unit (school, department, etc.) is to be named, a restricted program endowment supporting that unit normally will be established;

f. Creation of a Statement of Establishment (Donor Agreement) containing the above information. The Statement of Establishment will also include a clause noting that should circumstances change after the naming such that the name violates public trust or brings discredit to the University, the University reserves sole right to change or remove the name.

**University Recognition:** Naming for an individual(s) or organization is based on a significant contribution to the University and/or the State of North Carolina. While a financial commitment is not a requirement, subsequent discussion with proposal originator regarding a reasonable contribution may be appropriate.

a. Nominations for University Recognition may be made by any individual by submitting a naming proposal to the Vice Chancellor for University Advancement. The nomination shall include a rationale for the proposal including a full description of the contributions of the individual(s) or organization to the University and/or the State along with biographical and other information on other accomplishments (see
Appendix II).

b. A nominated honoree shall have achieved significant recognition in one or more of the following ways:

i. An individual who has served the University in an academic role and has either demonstrated high scholarly distinction or who has earned a national or international reputation;

ii. An individual who has served the University in an important administrative role and has rendered service such that it warrants recognition of the individual’s exceptional contribution to the welfare of the University;

iii. An individual who has served the University in a non-teaching or non-administrative capacity but who has achieved such unique distinction as to warrant recognition, or an organization that has contributed in significant and measurable ways to the welfare of the University.

c. An individual normally would not be considered for such a naming for at least five years following retirement or departure from University employment, but in no case earlier than one year after the last day of service or two years following the last day of service as an elected official.

d. No facility or unit shall be named in honor of any individual currently holding an elected or appointed office of the State of North Carolina.

e. No facility or unit shall be named in honor or any individual currently serving as a Senior Officer of the University of North Carolina or any of the University’s constituent institutions.

Public Relations/Marketing: It is increasingly common for institutions to “name” a facility such as an athletic facility or other auxiliary spaces for a company or organization to provide revenue to a program or activity and publicity to that company or organization. Naming a facility in this category will be time-limited and based on a significant financial contribution that supports the activities and maintenance related to the facility.

When it appears that a marketing contribution to the University or an affiliated organization will result in a request to name a building or portion of a building, an individual, or an organization, the development officer working with the donor will notify the Vice Chancellor for University Advancement by submitting a naming proposal including any proposed stipulations on the gift or the naming as well as information about how the gift will be paid and used.

If University facilities or units are named for corporations, commercial entities, or an individual
whose name is the same as a corporation with which he or she is associated, the Chancellor and Board of Trustees shall avoid any appearance of commercial influence or conflict of interest.

Approval of such a naming will be based on the following guidelines:

a. Character and reputation of the organization such that connecting the University to the organization will not cause concern,

b. An agreement/contract between the University and the organization with the following components:
   i. A term for the naming that does not exceed five years with a renewal clause as appropriate;
   ii. A designated amount of annual payment and a date for such payment;
   iii. The exact name to be used and a schematic of placement of names on the facility;
   iv. Any contract for a naming proposal will enumerate potential scenarios under which the University may terminate the contract, or under which the University may discontinue the naming of the facility.

When a predetermined fixed naming term for a benefactor or honoree has concluded, the original name may be removed and the facility or program renamed in recognition of new gifts, subject to any specific terms and conditions set forth in the original naming agreement.

Public Relations/University Branding: When an individual or group desires to name a facility or unit to bring awareness to aspects of the University that may otherwise go unnoticed, and no financial contribution is required, nominations may be made by submitting a naming proposal to the Vice Chancellor for University Advancement. The proposal should present a rationale for the naming, including specific ways in which the “branding” of the University would be enhanced.
The following gift amounts are suggested as guidelines for the naming of University programs, departments, buildings or facilities. The Chancellor may recommend modifications to these guidelines as appropriate depending on the size and scope of the program, department, building or facility. The final gift amount associated with the naming of any program, department, building or facility will be subject to the approval of the Board of Trustees.

**Academic Units:**

- School or College: $10 million
- Department: $2.5 million to $5 million
- Center or Institute: $1 million to $2.5 million
- Program (e.g., Honors, Residential College, Creative Writing): $500,000.00 to $1 million

**Buildings and Facilities:**

- **New Construction:** A minimum of one-half of the total project cost to construct a new building or an addition to an existing facility, or an amount approved by the Chancellor and the Board of Trustees.
- **Renovation:** A minimum of one-half of the total project cost for a significant renovation of an existing facility, or an amount approved by the Chancellor and the Board of Trustees.

In consideration of significant gifts, the naming of an existing program, department, building or facility may be approved by the Chancellor and the Board of Trustees.
Spaces Within Existing Buildings Based on Current Needs:
(Guideline amounts may vary according to scale)

Lecture Halls/Auditoria

- New: $150,000.00 to $1 million
- Existing: $100,000.00 to $1 million

Teaching and Research Laboratories/Studios: $25,000.00 to $250,000.00

Meeting/Seminar Rooms: $25,000.00 to $100,000.00

Interior and Exterior Public Spaces (e.g., atria, lobbies, courtyards, playgrounds): $25,000.00 minimum (Variable and determined according to scale)

Athletic Facilities: Variable according to scale

Note: The Board of Trustees may, at its discretion, name facilities or spaces without contribution. The gift guidelines indicated above may also be adjusted at the discretion of the Board of Trustees.
University of North Carolina at Greensboro
Request for Approval of Donor Naming Proposal

PROPOSED NAME: ____________________________________________________________

DESCRIPTION OF THE FACILITY OR UNIT TO BE NAMED: ___________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

DONOR INFORMATION: ___________________________________________________
___________________________________________________________________________
___________________________________________________________________________

DONOR CONTRIBUTION AMOUNT: _____________________________________________

DATE OF GIFT (RECORDED): _________________________________________________

GIFT TYPE (IF IT IS NOT A SINGLE PAYMENT, DESCRIBE THE TERMS): _____________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
PURPOSE: _______________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

RATIONALE FOR NAMING PROPOSAL (DONOR ACHIEVEMENTS/DONOR RELATIONSHIP WITH UNCG: _______________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________

Name of Nominator (please print) ______________________________ Title of Nominator ______________________________

_________________________________________ ___________________________
Signature of Nominator Date

I certify that this naming proposal and any accompanying agreement(s) comply with UNCG and UNC Board of Governors’ policies.

___________________________________________ ________________________
Vice Chancellor for University Advancement Date
If not recommended for approval, please include the rationale for the Advancement Committee’s decision.